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		Attorney Docket		
BECLADATION EAD	DECLARATION FOR UTILITY OR			
DESIGN	OTILLTT OK	First Named Inventor	Woo Sung LEE	
	PATENT APPLICATION		OMPLETE IF KNOW	N .
(37 CFR 1.6	3)	Application Number		·
Declaration	Declaration Submitted after initial Filing (surcharge	Filing Date		
Submitted OR With Initial		Art Unit		
Filing	(37 CFR 1.18 (e)) required)	Examiner Name		
I hereby declare that:				
Each inventor's residence, mailing	addrage and cilizanahi	one se etatod holow novt in	their name	•
	•			had and for
i believe the inventor(s) named be which a patent is sought on the inv	ention entitled:	Tirst inventor(s) of the subje	et martel audeu is cas	arried filtre for
METHOD FOR OFFERING A SEARCH-WORD ADV		DVERTISEMENT AND G OF A SEARCHER AND A	ENERATING A SE SYSTEM THERE	ARCH RESULT OF
<u> </u>		(Title of the Investion)		
the specification of which				
is attached hereto				
OR			•	
was filed on (MM/DD/YYYY)	01/27/2006	as United States Application	n Number or PCT int	emational
Application Number PCT/KR29	and was	amended an (MM/DD/YYYY)		(if applicable).
I hereby state that I have reviewed by any amendment specifically ref	i and understand the co lerred to above.	ntents of the above Identified	specification, includi	ng the claims, as amended
I acknowledge the duty to disclose part applications, material informa international filing date of the cont	iion which became avall inuation-in-part applicati	able between the filing date : on.	of the prior application	n and the national of PC1
I hereby claim foreign priority ben- plant breeder's rights certificate(s the United States of America, list inventor's or plant breeder's rights on which priority is claimed.	efits under 35 U.S.C. 11 ), or 365(a) of any PCT and below and boso play	8(a)-(d) or (f), or 365(b) of ar international application who intentified between the charks	ion designated at 198 ing the box, any fore	ist one country other than
Prior Foreign Application	Country	Foreign Filling Data	Priority Not C	Certified Copy Attached? YES NO
Number(s) 10-2004-0004896	Republic of Korea	01/27/2004		
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		]	<u> </u>	느 느
Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02/B attached hereto.				

[Page 1 of 2]

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## **DECLARATION - Utility or Design Patent Application**

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Blackwell Sandera Peper Martin, LLP				
Address				
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City		State	ZIP	
St. Louis		MO	63101	
Country	Telephone		Fax	
บร	314-345-6000		314-345-8060	
	WARNIN			
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NAME OF SOLE OR FIRST INVENTOR:	A petition ha	s been filed for this unsigned inv	entor	
Given Name (first and middle [if sny]) Woo Sung		Family Name Or Sumame LEE		
Inventor's Signature				
-tates surales			TABE. 23. 2006	
Residence: City	State	Country	Citizenship	
Secul		Republic of Korea	Republic of Korea	
Mailing Address Na-dong 103, Dackyoung rawhouse, 615-6, Sim	wol-2-dong, Yangche	on-gu, Seoul 158-092, Republi	c of Koren	
City Seoul	State	ZIP 158-092	Country Republic of Korea	
Additional inventors or a legal representative are b	eing named on the 1 sup	plamental sheet(s) PTC/SB/02A or 02	LR attached hereto.	

[Page 2 of 2]

PTO/SB/80 (01-06)
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	POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO							
I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).								
I here	I hereby appoint:							
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	Practitioner(s) name	ed below (if mor	re than ten patent prac	ctitioners are to be nam	red, then a custome	er number m	rust be used):	
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STATEMENT UN	IDER 37 CFR 3.73(b)
Applicant/Patent Owner: Woo Sung Lee	
Application No./Patent No.: Not yet known	Filed/Issue Date: Herewith
Entitled: METHOD FOR OFFERING A SEARCH-WORD ADVERSEDONSE TO THE SEARCH-DEMAND OF A SEARCHER	ERTISEMENT AND GENERATING A SEARCH RESULT LIST IN AND A SYSTEM THEREOF
NHN CORPORATION , a (Name of Assignee)	<b>corporation</b> (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)
states that it is:  1.  the assignee of the entire right, title, and interest; or	
2. an assignee of less than the entire right, title and interes The extent (by percentage) of its ownership interest is _	t. %
in the patent application/patent identified above by virtue of eith	ner:
An assignment from the inventor(s) of the patent application in the United States Patent and Trademark Office at Retthereof is attached.  OR	el, Frame, or for which a copy
below:	olication/patent identified above, to the current assignee as shown
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3. From:	_To:
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Additional documents in the chain of title are listed or	n a supplemental sheet.
Copies of assignments or other documents in the chain of [NOTE: A separate copy (i.e., the original assignment must be submitted to Assignment Division in accordance recorded in the records of the USPTO. See MPEP 302	document or a true copy of the original document) ce with 37 CFR Part 3, if the assignment is to be
The undersigned (whose title is supplied below) is authorized	
750106	
Date 245 conn	Typed or printed name
<b>14-345-6000</b> Telephone number	Signature
Attorney for Assignee	Congression -
Title	•

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## COPY

## ASSIGNMENT

WHEREAS, Woo Sung LEE, a resident of Seoul, Republic of Korea (hereinafter referred to as "Assignors"), are the inventors of a certain new and useful invention relating to a METHOD FOR OFFERING A SEARCH-WORD ADVERTISEMENT AND

GENERATING A SEARCH RESULT LIST IN REPONSE TO THE SEARCH-DEMAND OF A SEARCHER AND A SYSTEM THEREOF for which Assignors are about to make application for Letters Patent in the United States; and

WHEREAS, Assignors are the owners and in full possession of the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor, and

WHEREAS, NHN CORPORATION, a corporation duly organized under the laws of Republic of Korea (hereinafter referred to as "Assignee"), having its principal office and place of business at Bundang Venture Town. 25-1. Jeongia-dong, Bundang-gu, Seongnam-si.

Kyunggi-do 463-844, Republic of Korea, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor; and

NOW, THEREFORE, for and in consideration of the sum of One Dollar (U.S. \$1.00) and other valuable considerations to Assignors paid by said Assignee, receipt of which is hereby acknowledged, Assignors do hereby sell, assign and transfer unto said Assignee, the entire right, title and interest in and to said invention and in and to any and all Letters Patent, both United States and foreign, that may be granted therefor, together with any and all continuations, divisions, or reissues, and Assignors do hereby authorize and request the United States

STLD01-1224977-1

Commissioner of Patents and Trademarks to issue in accordance with this Assignment any and				
all Letters Patent that may be granted, either on said application or otherwise for said invention.				
This Assignment is effective as of				
IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.				
Dated: June 23, 2.06 Wasungfoo				
Woo Sang LEE				
STATE OF ) ss.				
COUNTY OF )				
On this day of, 2006, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally				
appeared (inventor) to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.				
In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.				
Notary Public				
My Commission Expires:				
wy Commission Dapues.				